

*Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the instructor during the first day of class.*

**The American University of Rome**  
**Business Administration Program**

*Department or degree program mission statement, student learning objectives, as appropriate*

<b>Course Title:</b>	Introduction to International Business
<b>Course Number:</b>	BUS 300
<b>Credits &amp; hours:</b>	3 credits – 3 hours
<b>Pre/Co-Requisites:</b>	Junior or Senior standing or permission of the instructor

**Course description**

This course provides an introduction to the environmental and operational aspects of international business. Topics include international business background, comparative environmental frameworks, theories and institutions of trade and investment, world financial environment, dynamics of international business, governmental relationships, corporate policy and strategy, functional management, operations and related concerns.

**Required Textbook** *(subject to change)*

- Daniels, John D., et al. International Business: Environments and Operations. Pearson, 2019.

**Course Learning Objectives**

At the end of the semester, the enrollee will be able to:

1. Discuss the fundamental theories, purposes and practices of international business, and explain why companies engage in it;
2. Describe how geographical and institutional forces shape international trade;
3. Illustrate the relationship between government (foreign and domestic) and international business;
4. Describe the international business environment and highlight the impact of physical, socio-cultural, ethical, political, legal, economic and financial forces on international business;
5. Explain the interactions between the firm and the main political institutions that affect international business (e.g. UN, EU), and the organizations that regulate it (e.g. IMF, World Bank, ECB)

**Course Learning Activities**

- Readings (helping to achieve learning objectives 1-5); a textbook has been selected for the course and related chapters will be discussed according to the schedule below.
- Lectures/Discussions (L.O. 1-5): You are expected to read the relative chapter and assigned readings before each class and come ready to discuss. These readings provide basic background information that will be referred to in class in lecture/discussion format.
- Class participation (L.O. 1-5): Class participation will be monitored throughout the semester and is intended to mirror the kind of active discourse you should expect in the "real world".

- Issue paper (L.O. 4-5): research-supported essay on trend-related topic to be chosen by the student and approved by the instructor.
- Oral presentation (L.O. 3,4,5): You and your teammates will choose an issue currently in the news, present an analysis and lead a class discussion.
- Quizzes: periodic quizzes encourage you to stay on schedule with your readings and assess understanding of concepts.
- Exams: We will have two exams, designed to provide an opportunity for you to show your understanding of the concepts covered. Format is a combination of essay, multiple choice and applications.

### Assessment tools

Class participation	10%
Issue Paper	20%
Quizzes	10%
Presentation	10%
Midterm exam	25%
Final exam	25%

### COURSE SCHEDULE

WEEK	CHAP	TOPIC
1		Introduction
	1	International Business and Globalization
2	2	Cultural Environment
	3	Governmental and Legal Systems
3	4	Economic Systems and Market Methods
	5	Trade and Factor Mobility Theory
4	6	Trade Protectionism
	7	Economic Integration and Cooperation
5	8	Marketing for Foreign Exchange
	9	Factors That Influence Exchange Rates
6	10	Global Debt and Equity Markets
7		Guest Lecture
		Midterm exam
8	11	Ethics and Social Responsibility
9	12	Strategies for International Business
	13	Evaluation of Countries for Operations
10	14	Modes of Trading Internationally
	15	Forms and Ownership of Foreign Production
11	16	The Organization and Governance of Foreign Operations
		Global Marketing
12	18	Global Production and Supply Chains
	19	Global Accounting and Financial Management
13	20	Global Management of Human Resources
		Final Exam Review
14		FINAL EXAM

## ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

### 1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;  
Students will not be penalized for three absences from classes meeting twice a week;  
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note\* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

### 2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

\*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

#### Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

#### Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		